

World Class Stratford

Strategy Group Meeting

21 June 2005

Present – Mark Abrams (AWM) – in the chair
Les Topham, Juliet Short, Trevor Askew (SDC)
George Atkinson, Christopher Saint, Julie Crawshaw (WCC)
Tony Bird, Tony Brooker (STP)
Kevin Cordray – communications consultant
Jeff Ligo – project co-ordinator

1 Previous meetings

The notes of the last meeting of the Strategy Group of 29 April were noted.

2 Structure and Governance document

Various amendments were itemised as follows

- A paragraph to emphasise issues of leadership and partnership
- An up-to-date list of names to be included
- The activities list in respect of the three principle partners to be extended to include a reference to the need to secure approvals from time to time from the respective partner organisation.

During this discussion, the representatives from Warwickshire County Council indicated that the County wished to be full and equal partners in the development of World Class Stratford. This was welcomed by the group and their long term commitment, especially beyond the Phase 1 application was requested and received from Warwickshire County Council.

Julie indicated that the County was able to contribute £50,000 towards World Class Stratford preliminary expenditure was to ask John Deegan to confirm in writing the financial contribution that the County Council was prepared to make in the first instance.

It was agreed that all elements of World Class Stratford would require ‘owners’ or responsibility, in order that the drive and enthusiasm for developments and push all partners and relevant bodies to progress their actions.

The County are to confirm they accepted that the ownership of the overall programme of delivering World Class Stratford rested with the District Council.

Jeff to amend the document and re-circulate to all partners requesting their approval. Thereafter the first six pages (up to “Stakeholder Management”) be put in the public domain in accordance with the communications strategy (see later).

3 Phase 1 bid

Mark confirmed that the draft Phase 1 bid appeared to be in good order but it needed completing with information relating to “outputs”. Julie said this was in hand and the bid would be completed in the next two weeks.

Mark undertook to take a summary report to the Approval Group in AWM, which met in two weeks time. If approved, this would result in an invitation to submit the Outline Application

The Group authorised the submission of the bid once that invitation was received.

4 Urban Design Framework (UDF)

The Group considered the finding of the Working Group that in order to achieve World Class Stratford in a realistic timescale consultants needed to be appointed to deliver a UDF. An outline of the brief was considered.

Resources for funding the exercise, which must include a full public involvement and engagement exercise, would have to be provided by the partners.

The Strategy Group decided to ask the Working Group to

- Identify available funding from partners
- Begin the OJEC tender process by seeking Expressions of Interest
- Develop and refine an appropriate brief for consultants to come back for approval at the next Strategy Group meeting.

5 Communications

Kevin tabled two papers

- Communications Strategy Philosophy and Guidelines and
- A Communications calendar.

These were approved as the basis for managing communications. The Strategy Group emphasised the importance of promoting a consistent and persistent message in relation to World Class Stratford.

The Structure and Governance document would be checked by the Working Group to ensure style and wording was suitable for the wider audience. If there were any changes, partners would get a final opportunity to approve.

The paper should be presented to the Working Group so all partners were aware of their responsibilities and, more widely, all stakeholders needed to be informed.

The County and District Council and the AWM representatives would feedback to the project co-ordinator by 1 July key relevant dates in their own PR/Event calendars so that the project co-ordinator could ensure that clashes are avoided and opportunities are identified for media coverage within their own organisations so that these could be incorporated into the communications calendar.

6 Date of next meetings

16 August and 27 September from 6pm – 8pm
Venue Les Topham's Garden Centre, Studley.

Agenda items for 16 August

- Draft Phase 1 Bid – current position
- Update on Communications

- Tender brief for UDF exercise and funding options
- Structure and Governance Document – final version

Jeff Ligo

Project Co-ordinator

Wednesday, 22 June 2005

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